



Tugo Bike Share: Operations Report

November 17, 2017 – September 30, 2019

OVERVIEW

ABOUT TUGO BIKE SHARE

Tugo Bike Share launched on November 17, 2017 in Tucson. Tugo is made possible through a partnership with the City of Tucson, the system operator, Shift Transit, and the equipment provider, PBSC Urban Solutions. There are 330 bikes at 36 stations across 13 Tucson neighborhoods available 24/7, 365 days a year. The Bike Share program is available to everyone 18 years and up.

Tugo offers several pass and pricing options: \$8-Daily Pass; \$18-Monthly Pass; \$80-Annual Pass; and \$5-Access Pass (annual pass for qualifying low-income individuals). On October 1, 2018, Tugo launched two new pass options: the “One Way Tugo” (\$4 for 30 minutes, single trip) and the “Explorer Pass” (\$15 for 24 hours, up to 3-hour trips). This report highlights membership, ridership, and operations information from November 17, 2017 – September 30, 2019.

REPORT HIGHLIGHTS

- Over 47,000 trips since launch
- 5,476 Casual Passes, 955 Monthly and 596 Annual Passes sold
- Very high Access Pass utilization accounting for 22% of total Annual memberships sold
- 33,738 miles traveled on Tugo bikes with customers burning 1,436,304 calories
- 22,590 pounds of CO2 emissions saved from customers electing to use Tugo
- Bicycles and docking points available at stations for customer use over 99% of the time

STATION POPULARITY

Top 10 most popular Tugo Stations:

STATION POPULARITY: YEAR TO DATE (through September 30, 2019)				
Station Name	Rentals	Returns	Total	%
UA- 2nd Street Garage	1,512	1,564	3,076	9.7%
Main Gate	1,484	1,581	3,065	9.6%
UA- Warren Ave @ Helen St	981	809	1,790	5.6%
Highland Ave @ 6th St SMART	847	896	1,743	5.5%
UA- N Olive Underpass SMART	870	766	1,636	5.1%
Himmel Park SMART	801	757	1,558	4.9%
UA-McKale Center	768	768	1,536	4.8%
Main Library	565	708	1,273	4.0%
4th Ave @ 9th St	568	521	1,089	3.4%
Tyndall Ave & 1st St SMART	527	514	1,041	3.3%

RIDERSHIP & MEMBERSHIP DETAILS

Tugo Monthly Ridership & Membership Statistics						
Month	RIDERSHIP			MEMBERSHIPS		
	Casual	Member	Total	Casual	Monthly	Annual
November	673	618	1,291	305	24	83
December	1,273	1,713	2,986	433	39	55
January	731	1,986	2,717	373	69	36
February	623	1,962	2,585	267	50	23
March	690	2,361	3,051	394	59	18
April	445	2,181	2,626	278	46	7
May	381	1,839	2,220	237	54	13
June	215	1,450	1,665	133	38	8
July	328	1,537	1,865	159	38	7
August	250	1,817	2,067	186	55	13
September	290	2,050	2,340	170	56	9
October	288	2,196	2,484	258	49	10
November	348	1,809	2,157	291	45	55
December	309	1,011	1,320	191	33	28
January	310	1,376	1,686	216	45	35
February	317	1,507	1,824	189	42	15
March	462	1,675	2,137	279	48	18
April	429	1,839	2,268	297	37	32
May	263	1,390	1,653	206	32	20
June	182	1,125	1,307	143	25	13
July	193	895	1,088	113	21	13
August	247	1,135	1,382	139	28	38
September	354	2,205	2,559	219	22	47
Total	9,601	37,677	47,278	5,476	955	596

ANNUAL MEMBERSHIP BREAKDOWN

Tugo Annual Membership Breakdown						
Date	Annual	Founder	Installments	Senior	Tugo for All	TOTAL
November	30	42	0	2	9	83
December	26	10	2	5	12	55
January	18	7	3	1	7	36
February	15	1	1	1	5	23
March	12	1	0	0	5	18
April	6	0	1	0	0	7
May	7	0	1	0	5	13
June	3	0	0	1	4	8
July	5	1	0	0	1	7
August	9	0	2	1	1	13
September	5	2	0	0	2	9
October	9	0	0	1	0	10
November	43	2	0	1	9	55
December	17	0	0	3	8	28
January	29	0	0	1	5	35
February	11	0	0	2	2	15
March	6	0	0	1	11	18
April	21	0	1	0	10	32
May	8	0	0	2	10	20
June	7	0	0	1	5	13
July	11	0	0	0	2	13
August	37	0	0	0	1	38
September	33	0	0	0	14	47
Total	368	66	11	23	128	596

- 22% of all Annual Memberships sold have been Tugo for All

CASUAL MEMBERSHIP BREAKDOWN

Tugo Casual Pass Breakdown				
Date	One Way	Daily	Explorer	Total Casual
November	0	305	0	305
December	0	433	0	433
January	0	373	0	373
February	0	267	0	267
March	0	394	0	394
April	0	278	0	278
May	0	237	0	237
June	0	133	0	133
July	0	159	0	159
August	0	186	0	186
September	0	170	0	170
October	92	154	12	258
November	85	136	70	291
December	84	70	37	191
January	69	118	29	216
February	72	89	28	189
March	99	154	26	279
April	105	173	19	297
May	83	98	25	206
June	61	73	9	143
July	49	54	10	113
August	74	56	9	139
September	106	99	14	219
Total	979	4,209	288	5,476

- 39% One Way | 50% Daily | 11% Explorer since introduction

RIDERSHIP BREAKDOWN

Tugo Ridership							
Date	Casual	Member	Total	Trips / Day	T / B / D	Casual	Member
November	673	618	1,291	86	0.26	52.1%	47.9%
December	1,273	1,713	2,986	96	0.29	42.6%	57.4%
January	731	1,986	2,717	88	0.27	26.9%	73.1%
February	623	1,962	2,585	92	0.28	24.1%	75.9%
March	690	2,361	3,051	98	0.30	22.6%	77.4%
April	445	2,181	2,626	88	0.27	16.9%	83.1%
May	381	1,839	2,220	72	0.22	17.2%	82.8%
June	215	1,450	1,665	56	0.17	12.9%	87.1%
July	328	1,537	1,865	60	0.18	17.6%	82.4%
August	250	1,817	2,067	67	0.20	12.1%	87.9%
September	290	2,050	2,340	78	0.24	12.4%	87.6%
October	288	2,196	2,484	80	0.24	11.6%	88.4%
November	348	1,809	2,157	72	0.22	16.1%	83.9%
December	309	1,011	1,320	43	0.13	23.4%	76.6%
January	310	1,376	1,686	54	0.16	18.4%	81.6%
February	317	1,507	1,824	65	0.20	17.4%	82.6%
March	462	1,675	2,137	69	0.21	21.6%	78.4%
April	429	1,839	2,268	76	0.23	18.9%	81.1%
May	263	1,390	1,653	53	0.16	15.9%	84.1%
June	182	1,125	1,307	44	0.13	13.9%	86.1%
July	193	895	1,088	35	0.11	17.7%	82.3%
August	247	1,135	1,382	45	0.14	17.9%	82.1%
September	354	2,205	2,559	85	0.26	13.8%	86.2%
Total	9,601	37,677	47,278	76	0.23	20.3%	79.7%

TRIP LENGTH AND DURATION

Total Miles and Average Trip Duration				
Period	Miles	Member	Casual	Total
November	794	20m 6s	28m 18s	24m 30s
December	2,020	16m 11s	29m 18s	21m 43s
January	1,980	13m 47s	29m 47s	18m 13s
February	1,786	14m 40s	29m 41s	18m 37s
March	2,322	18m 40s	33m 34s	22m 3s
April	1,980	16m 59s	36m 23s	20m 21s
May	1,665	15m 47s	34m 34s	19m 1s
June	1,152	13m 12s	24m 54s	14m 38s
July	1,155	17m 8s	113m 9s	34m 16s
August	1,412	12m 25s	35m 38s	15m 16s
September	1,661	17m 20s	25m 50s	18m 21s
October	1,841	15m 2s	54m 35s	19m 46s
November	1,509	16m 59s	40m 44s	20m 45s
December	968	16m 12s	34m 19s	19m 32s
January	1,187	14m 47s	35m 5s	19m 32s
February	1,244	16m 16s	61m 52s	24m 11s
March	1,511	18m 22s	34m 40s	21m 48s
April	1,588	12m 38s	40m 52s	17m 58s
May	1,150	9m 58s	35m 54s	17m 24s
June	805	10m 52s	29m 26s	15m 24s
July	851	10m 53s	44m 36s	19m 33s
August	1,491	9m 21s	83m 59s	26m 58s
September	1,667	13m 01s	33m 7s	16m 17s
Total	33,738	11m 30s	37m 34s	19m 37s

CARBON DIOXIDE SAVED AND CALORIES BURNED

CO ₂ Saved and Calories Burned				
Period	CO ₂ Saved	Member	Casual	Total
November	533	18,331	15,864	34,195
December	1,356	55,112	31,882	86,994
January	1,327	64,019	21,163	85,181
February	1,197	58,063	18,749	76,812
March	1,555	82,024	17,790	99,814
April	1,327	73,903	11,286	85,189
May	1,115	61,830	9,732	71,562
June	772	44,915	4,606	49,521
July	756	42,133	6,364	48,497
August	946	55,014	5,713	60,727
September	1,113	64,843	6,600	71,442
October	1,233	72,199	6,947	79,146
November	1,011	57,667	7,201	64,868
December	648	26,997	17,479	44,475
January	795	33,530	17,927	51,457
February	833	46,152	7,330	53,482
March	1,012	55,879	9,094	64,973
April	1,064	58,862	9,435	68,298
May	771	41,700	7,890	49,590
June	539	33,750	5,460	39,210
July	570	26,850	5,790	32,640
August	999	34,050	7,410	41,460
September	1,117	66,150	10,620	76,770
Total	22,590	1,173,973	262,330	1,436,304



BICYCLE MAINTENANCE OPERATIONS

Month	Repairs	Vandalized	In Op Bikes	Missing	Bike / Dock	Rebalanced
November	13	9	0	0	45% - 55%	802
December	35	0	20	0	45% - 55%	1,615
January	98	1	13	0	45% - 55%	1,108
February	35	4	7	0	45% - 55%	1,359
March	25	2	5	0	45% - 55%	886
April	12	0	7	0	45% - 60%	465
May	34	3	10	0	45% - 60%	227
June	59	3	30	0	45% - 55%	344
July	49	1	35	1	45% - 55%	444
August	81	3	55	0	40% - 55%	596
September	90	1	50	0	40% - 55%	591
October	107	13	43	0	45% - 55%	733
November	118	6	35	0	45% - 55%	1,323
December	67	3	30	0	50% - 60%	302
January	79	2	24	0	50% - 60%	785
February	58	8	35	1	50% - 60%	614
March	70	0	40	0	50% - 60%	1,157
April	46	0	28	0	45% - 55%	1,650
May	59	9	19	2	45% - 55%	403
June	100	17	15	2	45% - 55%	586
July	114	14	14	2	45% - 55%	441
August	97	7	18	4	45% - 55%	634
September	89	4	14	2	45% - 55%	1,071

RE-BALANCING OPERATIONS

- 18,000+ bikes rebalanced since launch
- 38% of total trips are rebalanced
- Bikes and docks are available for customers at stations 99.9% of the time!

CALL CENTER STATISTICS

CALL CENTER STATISTICS			
Date	Calls / Emails	Average	Per Ride
November	84	5.6	6.5%
December	168	5.4	5.6%
January	119	3.8	4.4%
February	87	3.1	3.4%
March	101	3.3	3.3%
April	77	2.6	2.9%
May	79	2.5	3.6%
June	45	1.5	2.7%
July	300	9.7	16.1%
August	57	1.8	2.8%
September	74	2.5	3.2%
October	60	2.0	2.4%
November	82	2.7	3.8%
December	86	2.8	6.5%
January	95	3.1	5.6%
February	54	1.9	3.0%
March	118	3.8	5.5%
April	108	3.6	4.8%
May	65	2.1	3.9%
June	50	1.7	3.8%
July	54	1.7	5.0%
August	87	2.8	6.3%
September	107	3.5	4.2%
Total	2,157	3.2	4.6%



STATION POPULARITY

Ridership by station in 2019 Year to Date is shown below:

STATION POPULARITY: YEAR TO DATE (through September 30, 2019)				
Station Name	Rentals	Returns	Total	%
UA- 2nd Street Garage	1,512	1,564	3,076	9.7%
Main Gate	1,484	1,581	3,065	9.6%
UA- Warren Ave @ Helen St	981	809	1,790	5.6%
Highland Ave @ 6th St SMART	847	896	1,743	5.5%
UA- N Olive Underpass SMART	870	766	1,636	5.1%
Himmel Park SMART	801	757	1,558	4.9%
UA-McKale Center	768	768	1,536	4.8%
Main Library	565	708	1,273	4.0%
4th Ave @ 9th St	568	521	1,089	3.4%
Tyndall Ave & 1st St SMART	527	514	1,041	3.3%
UA-6th St Garage SMART	495	517	1,012	3.2%
Park Ave @ Lester St SMART	523	482	1,005	3.2%
University Blvd @ Stone Ave SMART	488	399	887	2.8%
University Blvd @ 3rd Ave	482	364	846	2.7%
6th Ave @ 7th St	383	439	822	2.6%
4th Ave @ 7th St	384	415	799	2.5%
Ronstadt Transit Center	388	364	752	2.4%
Tucson Blvd @ 6th St SMART	362	358	720	2.3%
North Mercado	350	360	710	2.2%
6th Ave @ 5th St SMART	307	348	655	2.1%
Pima Community College SMART	260	266	526	1.7%
Santa Rosa	234	237	471	1.5%
Commerce Park SMART	234	234	468	1.5%
Congress St @ Church Ave SMART	216	243	459	1.4%
Mountain Ave/Copper St SMART	241	209	450	1.4%
Tucson Convention Center	241	200	441	1.4%
Armory Park	200	204	404	1.3%
UA-Drachman Circle SMART	159	212	371	1.2%
Five Points SMART	174	183	357	1.1%
South Mercado SMART	178	177	355	1.1%
Congress St @ 5th Ave	121	209	330	1.0%
Park Ave @ 9th St SMART	144	131	275	0.9%
Campbell Ave @ Copper St	126	111	237	0.7%
Tumamoc Hill	116	108	224	0.7%
South Tucson Municipal Complex	46	77	123	0.4%
Reid Park	44	48	92	0.3%
Menlo Park SMART	37	47	84	0.3%
Presidio Park	27	45	72	0.2%
Lost Barrio	13	19	32	0.1%
Catalina park SMART	8	14	22	0.1%
TOTAL	15,904	15,904	31,808	100.0%